



ORDER

Flight Dates 10/12/12-10/21/12

Contract / Revision 314418 /

Original Date / Revision
10/10/12 10/10/12

Advertiser Yes on Proposition 121

Agency Riester Pacific Inc

Buying Contact Tricia Kashima

802 North 3rd Avenue
Phoenix, AZ 85003

Product

Launch Week

Agency Com 15%

Billing Contact

802 North 3rd Avenue
Phoenix, AZ 85003

Sales Office KNXVL

Sales Region LOC

Agency Ref 2

Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority DEF

Advertiser Ref

Primary Account Executive
KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	12	\$6,460.00	\$7,600.00	0.00
Totals	12	\$6,460.00	\$7,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/17/12	12	\$6,460.00	\$7,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/12/12	10/12/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	----2--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----2--	2		\$400.00		0.00						
N 2	KNXV	10/15/12	10/17/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	MTW----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MTW----	2		\$400.00		0.00						
N 3	KNXV	10/12/12	10/12/12	M-F 3pm-4pm Katie	CM	3pm-4pm	----1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00



KNXV

Print Date: 10/10/12

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**KNXV-TV
PHOENIX**Contract / Revision **314418** Flight Dates **10/12/12-10/21/12**Hiatus DatesOriginal Date / Revision 10/10/12/ 10/10/12Order Sep 00:13:00Advertiser **Yes on Proposition 121** Product **Launch Week**Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 3	KNXV	10/12/12	10/12/12	M-F 3pm-4pm Katie	CM	3pm-4pm	---- 1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---- 1--					1	\$800.00		0.00				
N 4	KNXV	10/15/12	10/17/12	M-F 3pm-4pm Katie	CM	3pm-4pm	MTW----	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTW----					3	\$800.00		0.00				
N 5	KNXV	10/12/12	10/12/12	M-F 10am-11am The View	CM	10am-11am	---- 2--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---- 2--					2	\$700.00		0.00				
N 6	KNXV	10/15/12	10/17/12	M-F 10am-11am The View	CM	10am-11am	MTW----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTW----					2	\$700.00		0.00				
*Tax 1 Note: Tax 0.5%.														Totals	12	\$7,600.00

*Tax 1 Note: Tax 0.5%.